

# Services Sales Guide: Commercial Client

Sales actions to drive increased Services attach rates.

## KEY SERVICES QUESTIONS

System Use and Needs-Based Questions	Customer Pain Points and Concerns	Recommended Services
<b>Mobility/BYOD</b>		
<ol style="list-style-type: none"> <li>Hybrid/Mobile workforce?</li> <li>Do you have staff/tools to support these users?</li> <li>Are you concerned about damage during travel?</li> <li>Are systems used in high-risk environments?</li> </ol>	<ul style="list-style-type: none"> <li>Customer IT capabilities can't properly support remote workers</li> <li>Employees must be on site for diagnostics, fixes, updates, etc.</li> <li>Breakage during travel and remote use</li> <li>Systems used in high-risk environments</li> </ul>	<ul style="list-style-type: none"> <li>ProSupport and ProSupport Plus*</li> <li>Accidental Damage</li> <li>ProDeploy Client Suite</li> <li>APEX PC as a Service</li> </ul> <p>* ProSupport Plus includes Accidental Damage</p>
<b>Empower teams in the office, on the road and at home</b>		
<ol style="list-style-type: none"> <li>Are senior management and specialists using systems?</li> <li>Are systems used to access critical applications?</li> </ol>	<ul style="list-style-type: none"> <li>Maximize uptime and speed of resolution</li> <li>Need to identify issues before they occur</li> </ul>	<ul style="list-style-type: none"> <li>ProSupport Plus for PCs</li> </ul>
<b>Security</b>		
<ol style="list-style-type: none"> <li>Is security an issue for your organization?</li> <li>Do these systems store financial or HR data etc.?</li> <li>Are you concerned about protecting sensitive data?</li> </ol>	<ul style="list-style-type: none"> <li>Need assurance that sensitive data always remains safe and secure?</li> </ul>	<ul style="list-style-type: none"> <li>ProSupport Plus for PCs</li> <li>Pro Deploy Plus for PCs</li> <li>Keep Your Hard Drive</li> <li>MDR, MDR Pro and Plus</li> <li>Incident Response and Recovery (IRR)</li> <li>Incident Recovery Retainer Service (IRRS)</li> </ul>
<b>Support/help desk/IT department capabilities</b>		
<ol style="list-style-type: none"> <li>Do you need to resolve system issues quickly?</li> <li>Do you spend too much time on support issues?</li> <li>Are you more reactive than proactive on issues?</li> <li>Do you support 'how to' questions on third-party software properly?</li> </ol>	<ul style="list-style-type: none"> <li>It takes too long to fix issues; employee/management satisfaction is low</li> <li>Limited proactive capabilities to detect issues</li> <li>Need help with third-party software and how-to questions</li> </ul>	<ul style="list-style-type: none"> <li>ProSupport and ProSupport Plus</li> <li>APEX PC as a Service</li> </ul>
<ol style="list-style-type: none"> <li>For customers with a large install base (5,000+ systems)</li> </ol>	<ul style="list-style-type: none"> <li>A large customer who needs flexible support options and has own helpdesk to supplement in-house IT and diagnosis capability</li> <li>Low/Medium Tech Support requirements</li> </ul>	<ul style="list-style-type: none"> <li><b>ProSupport Flex for PCs:</b> Modular solutions to meet the needs of large accounts with a large installed base</li> </ul>

## USE RECOMMENDED OFFERS AND SERVICES UPSOLLS BY SYSTEM TYPE

Always focus on the recommended Services and supplement with other offerings based on customer pain points and needs. For partners who offer their own deployment capabilities, incorporating Residency Services provides additional support, especially when deploying new Dell hardware.

System Type	System Description	Recommended Service Attach	Minimum Recommended	Key Additional Service Offerings
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				Service Attach	
<b>Commercial Laptops</b>					
<b>Latitude</b>	<ul style="list-style-type: none"> <li>• Ultimate business-class notebooks</li> <li>• Lightweight and mobile</li> </ul>	<ul style="list-style-type: none"> <li>• 3-year ProSupport Plus (9, 7 and 5 Series)</li> <li>• 3-year ProSupport (3 Series)</li> <li>• ProDeploy Plus (100+ Units)</li> </ul>	<ul style="list-style-type: none"> <li>• 3-year ProSupport (9, 7 and 5 Series)</li> <li>• 3-year Basic w/ Accidental Damage (3 Series)</li> <li>• ProDeploy (25+ Units)</li> </ul>	<ul style="list-style-type: none"> <li>• 3-year ProSupport (9, 7 and 5 Series)</li> <li>• 3-year Basic w/ Accidental Damage (3 Series)</li> <li>• ProDeploy (25+ Units)</li> </ul>	<ul style="list-style-type: none"> <li>• Accidental Damage Service* (included in ProSupport Plus)</li> <li>• Keep Your Hard Drive (included in ProSupport Plus)</li> </ul>
<b>Commercial Desktops</b>					
<b>OptiPlex</b>	<ul style="list-style-type: none"> <li>• Easy to manage business-class desktops - designed for space-saving efficiency</li> </ul>	<ul style="list-style-type: none"> <li>• 3-year ProSupport Plus (7 Series)</li> <li>• 3-year ProSupport (3 and 5 Series)</li> <li>• ProDeploy Plus (100+ Units)</li> </ul>	<ul style="list-style-type: none"> <li>• 3-year ProSupport (7 and 5 Series)</li> <li>• 3-year Basic w/ Accidental Damage (3 Series)</li> <li>• ProDeploy (25+ Units)</li> </ul>		<ul style="list-style-type: none"> <li>• Client Configuration Services</li> <li>• Asset Recovery Service</li> <li>• Managed Deployment Services</li> <li>• Extended Battery Service (Latitude and Precision)</li> </ul>
<b>Commercial Workstations</b>					
<b>Precision</b>	<ul style="list-style-type: none"> <li>• Powerful and secure -</li> <li>• ISV App certifications and virtual reality options</li> </ul>	<ul style="list-style-type: none"> <li>• 3-year ProSupport Plus ProDeploy Plus (100+ Units)</li> </ul>	<ul style="list-style-type: none"> <li>• 3-year ProSupport</li> <li>• ProDeploy (25+ Units)</li> </ul>		
<b>Home Office, Small Business, And Thin Client</b>					
<b>Vostro laptops and desktops</b>	<ul style="list-style-type: none"> <li>• Outstanding support for SMBs - the right balance of business features</li> </ul>	<ul style="list-style-type: none"> <li>• 3-year ProSupport</li> <li>• ProDeploy Essentials</li> </ul>	<ul style="list-style-type: none"> <li>• 3-year ProSupport</li> </ul>		<ul style="list-style-type: none"> <li>• Accidental Damage Service* (included in ProSupport Plus)</li> <li>• Keep Your Hard Drive (included in ProSupport Plus)</li> </ul>
<b>XPS laptops and desktops</b>	<ul style="list-style-type: none"> <li>• Ultimate experience - powerful, high-resolution, and unique features</li> </ul>	<ul style="list-style-type: none"> <li>• 3-year ProSupport</li> <li>• ProDeploy Essentials</li> </ul>	<ul style="list-style-type: none"> <li>• 3-year ProSupport</li> </ul>		<ul style="list-style-type: none"> <li>• Client Configuration Services</li> </ul>
<b>Wyse Thin Clients</b>	<ul style="list-style-type: none"> <li>• Stationary and mobile options - easy virtual desktop or web integration</li> </ul>	<ul style="list-style-type: none"> <li>• 3-year ProSupport</li> </ul>	<ul style="list-style-type: none"> <li>• 3-year Collect and Return</li> </ul>		<ul style="list-style-type: none"> <li>• Asset Resale and Recovery</li> <li>• Managed Deployment Services</li> <li>• Extended Battery Service (Latitude and Precision)</li> </ul>

\*Accidental Damage service excludes theft, loss, and damage due to fire, flood, or other acts of nature, or intentional damage. Customer must return damaged unit. Limit of 1 qualified incident per contract year. Review the [Terms and Conditions](#) including the Key Features for details of all benefits and country availability, or speak to your Services Sales Contact.

## SERVICES FOR COMMERCIAL CLIENT SYSTEMS

Service offering	Offering description and overview	Customer needs and pain points addressed
<b>Commercial Client Deployment Services - ProDeploy Client Suite</b>		
<b>ProDeploy Essentials</b>	<ul style="list-style-type: none"> <li>Remote installation, configuration, network join, data migration, software installation, End User scheduling</li> <li>Optional Asset Recovery Service</li> <li>Optional Onsite Installation</li> </ul>	<ul style="list-style-type: none"> <li>Remote configuration reduces disruption to office environment &amp; frees up IT</li> <li>Can be performed on remote devices</li> </ul>
<b>ProDeploy for PCs</b>	<ul style="list-style-type: none"> <li>Asset Reporting, BIOS setting, and asset tag applied</li> <li>Optional Ready Image or Custom Image</li> <li>Optional Asset Recovery Service</li> <li>Optional Onsite Installation</li> </ul>	<ul style="list-style-type: none"> <li>Systems arrive ready to install to save time and money</li> <li>Cross-platform image and dynamic imaging, ready to work with Autopilot</li> <li>Complex and onsite installation; available 24/7</li> </ul>
<b>ProDeploy Plus for PCs</b>	<ul style="list-style-type: none"> <li>Factory distribution point for SCCM imaging</li> <li>Connected Provisioning for Autopilot White-Glove</li> <li>Data migration and secure data-wipe</li> <li>30-day post-deployment support and knowledge transfer</li> </ul>	<ul style="list-style-type: none"> <li>Limited IT staff, complex deployments and 24/7 Installation required</li> <li>Customer currently using a SCCM - extend network to Dell factory</li> <li>Customer needs data migration and data-wipe support</li> </ul>
<b>Basic Deployment</b>	<ul style="list-style-type: none"> <li>Image loaded, BIOS setting and asset tag applied</li> <li>Project management contact and asset reports</li> </ul>	<ul style="list-style-type: none"> <li>Systems arrive ready to install to save time and money</li> <li>Trained staff exist for installation and data migration</li> </ul>
<b>Commercial Client Support Services ProSupport Client Suite</b>		
<b>Base Warranty</b>	<ul style="list-style-type: none"> <li>Business-hour support: phone, chat and online</li> <li>Hardware repair varies based on location and product</li> </ul>	<ul style="list-style-type: none"> <li>Solves system-related issues during normal business hours</li> <li>Software 'how to' and critical resolution support not required</li> </ul>
<b>ProSupport for PCs</b>	<ul style="list-style-type: none"> <li>24/7 support: phone, chat and online; Next Business Day onsite hardware repair**</li> <li>Software support with third-party assistance; Case management API</li> <li>Auto issue detection, notification, and case creation</li> </ul>	<ul style="list-style-type: none"> <li>Fast issue resolution (24/7) - less time on phone and handoffs</li> <li>Software issues and delays with third-party application support</li> <li>Need resources to support hardware and software issues</li> </ul>
<b>ProSupport Plus for PCs</b>	<ul style="list-style-type: none"> <li>Predictive failure analysis and notification</li> <li>Accidental damage protection: repair for drops, spills, and surges</li> <li>Hard-drive retention during repairs with Keep Your Hard Drive</li> </ul>	<ul style="list-style-type: none"> <li>Too reactive to issues want automated/preventative tools</li> <li>Mobile workforce - travel-related accidents/damage minimized</li> <li>Data-sensitivity requirements - retain hard drive to increase security</li> </ul>
<b>Additional Client Services</b>		
<b>Client Configuration Services</b>	<ul style="list-style-type: none"> <li>Asset reporting and labelling, BIOS setting and imaging</li> </ul>	<ul style="list-style-type: none"> <li>Time and resource savings - configure prior to delivery in Dell factory</li> </ul>
<b>Extended Battery Service (EBS)</b>	<ul style="list-style-type: none"> <li>Hardware warranty covers the battery in the first year</li> <li>EBS extends beyond 1 year warranty period by providing a replacement battery in the event the primary battery experiences a failure</li> </ul>	<ul style="list-style-type: none"> <li>EBS is a worry-free battery replacement sold as an add-on to support services</li> <li>Add one or two additional years to your customer's original hardware warranty when your customer purchases a support service</li> </ul>
<b>Keep Your Hard Drive</b>	<ul style="list-style-type: none"> <li>Provides the ability to retain hard drive during any warranty repairs</li> </ul>	<ul style="list-style-type: none"> <li>Data-sensitivity requirements - retain hard drive to increase security</li> </ul>
<b>Managed Deployment Services</b>	<ul style="list-style-type: none"> <li>System installation with an expanded scope of services and project management to simplify the entire deployment</li> </ul>	<ul style="list-style-type: none"> <li>Deployment of best practices, tools, and procedures to minimize risks</li> <li>Enable transfer of data, images, applications, and account settings</li> </ul>

\*\* Onsite or Advanced Exchange after remote diagnosis (a) Onsite after remote diagnosis is determined by online/phone technician of cause of issue, may involve customer access to inside of system and multiple extended sessions. If issue is covered by Limited Hardware Warranty and not resolved remotely, technician and/or part will be dispatched usually within 1 or 2 business days following completion of remote diagnosis. Onsite service is provided by Dell Marketing LP, Availability varies. Other conditions apply. (b) Advanced Exchange replaces hardware after remote diagnosis. Customer must return original hardware to Dell according to the rules specified. Advanced Exchange subject to country availability. (c) For complete details about onsite or Advanced Exchange, please see <https://www.dell.com/servicecontracts>